Claude adoption and reporting interest

Aggregate event findings | Claude stream | n=102 validated

PDF edition: 15 November 2026. Source last reviewed: 15 November 2026.

Read the published source

Claude usage in our event sample

According to Kraffic's event-survey findings, the Claude stream of the Marketing AI Search Study recorded 108 responses from marketing professionals at a US industry event on 15 September 2026. After rationale validation, 6 responses were excluded, leaving 102 validated respondents. Q1 and Q2 were forced choice, followed by a rationale probe. Exclusions included indirect knowledge or licensing without personal use. This measures personal usage; organisational access was not measured.

Of the 102 validated respondents, 12 personally used Claude (12%, rounded) and 90 did not (88%, rounded). Among the 12 users, 4 used it for coding only and 8 for marketing. All four coding users said they did not also use Claude for marketing. These are descriptive survey findings, not a test of ranking factors or the technical recommendations in this guide.

Personal Claude usage

Base: 102 respondents. Validated event sample. Counts are primary; percentages are rounded.

Recorded category	Count
Personally uses Claude	12
Does not personally use Claude	90

Use among personal Claude users

Base: 12 respondents. Only the 12 personal users. Coding and marketing groups do not overlap in this sample.

Recorded category	Count
Coding only	4
Marketing	8

Reporting interest among marketing users

Q4 was asked only of the 8 marketing users. Two of these eight expressed interest in Claude brand-search reporting: checking whether a brand is mentioned in Claude responses. That is 25% of this group, representing two respondents in the full sample. Interest was not measured across all 102 respondents.

The other six were not recorded as expressing interest. The split between declined and not stated was not captured; they must not be described as disinterested. The study did not measure reporting responsibility or capability.

Expressed reporting interest among marketing users

Base: 8 respondents. Small base. The remaining six combine declined and not stated; their split is unknown.

Recorded category	Count
Expressed interest	2
Did not express interest / not stated (split unknown)	6

Claude study scope and limits

This is a self-selected event audience, not a representative or projectable estimate of marketers. The subsets are small: 12 personal users, 8 marketing users and 2 expressing reporting interest. No cross-tabs, segmentation or subgroup comparisons are reported. The validated company-size profile is 20 large (500+ employees), 70 medium (50-499) and 12 small (under 50). Role and seniority were not captured.

This Claude stream is not pooled with the Gemini/Google, ChatGPT or Perplexity studies. Aggregate arithmetic reconciles from supplied figures but is not independently verified against interviewer notes or the questionnaire. Exact printed Q1/Q2 option wording remains unverified. An unfinished source sentence remains unresolved and is not used as a finding. Private respondent rows are not part of this publication.

Source: Marketing AI Search Study (2026), Claude Adoption and AI-Search Reporting Interest Among Marketing Professionals; US industry event, 15 September 2026; researcher-supplied aggregate workbook v1.6 and its review corrections. Published copy removes unsupported assumptions about reporting responsibility and capability. The technical guidance elsewhere in this guide is separate.

Edition note: this PDF reproduces the published material above. It does not include private source records or establish a time-to-results promise. Website links remain the current source; downloaded editions do not update automatically.